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Marketing FOOD in Alberta

an access directory

Alberta
AGRICULTURE

SOURCES

CANADIAN GROCER AUGUST 1988
CANADIAN GROCER FEBRUARY 1989
CANADIAN GROCER APRIL 1989

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DIRECTORY

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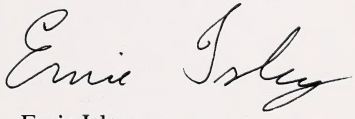
Minister's Message for the Alberta Access Directory

The food and beverage processing industry is one of Alberta's most prosperous and dynamic economic sectors. The industry is made up of around 400 processors, ranging from small, family-operated firms to large corporations employing hundreds of people. These businesses generate close to $5.1 billion in revenue annually, while creating thousands of jobs for Albertans, and encouraging investment in our province.

An ability to expand and diversify in response to market demands is vital to the continued success and growth of the processed foods industry in Alberta. This is the essence of effective marketing, and the ultimate objective of Alberta Agriculture's Production and Marketing Sector.

Alberta Agriculture's Production and Marketing Sector knows that the key to the successful marketing of food products in Alberta is a solid understanding of the marketplace, its distribution channels, buyer expectations, key contacts, and industry procedures. This information can help businesses build a solid base of satisfied customers and maintain a competitive, progressive outlook.

As part of our effort to help provide this vital information to the province's food and beverage processing industry, Alberta Agriculture bring you the latest edition of "Marketing Food in Alberta: An Access Directory". We hope you will find this reference guide a useful tool in your future marketing and manufacturing efforts.

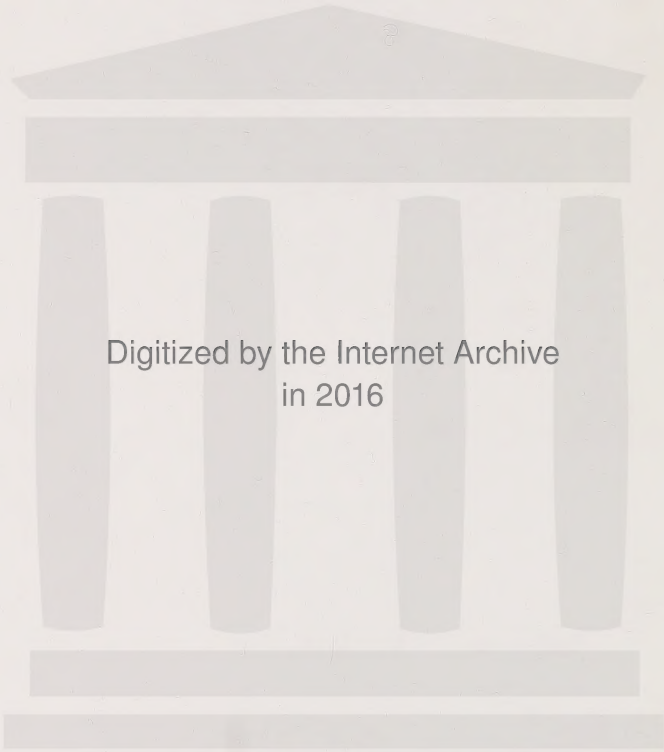


Ernie Isley
Minister of Agriculture and
Rural Development

Marketing FOOD in Alberta

INTRODUCTION

Alberta
AGRICULTURE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Introduction

This directory is designed to serve as a guide to obtaining knowledge about the Alberta marketplace and how to achieve marketing objectives. It is intended to act as a reference with a list of information provided by the trade for manufacturers entering the market for the first time and/or those wishing to expand product lines within Alberta.

Compiling such a resource directory is an ongoing process of constant revisions. Keeping this information current, therefore, is possible only with input from all sectors within the industry. If something has been overlooked, or is in need of updating, please let us know at:

"Alberta Access Directory"
c/o Marketing Services Division
Alberta Agriculture
7000 - 113 Street
Edmonton, Alberta
T6H 5T6

Phone: (403) 427-4241
FAX: (403) 422-9746
Telex: 037-2029
Cable AGINTLMKTG

Date: Information as of November, 1992

MARKETING SERVICES DIVISION

The Marketing Services Division (Executive Director, Cliff Wulff, 427-4241) provides consultative and financial assistance to agricultural producers, processors and marketers in responding to opportunities in the marketplace - whether they be in Alberta, Canada, or the world. The division develops and implements programs and services aimed at facilitating successful domestic and export sales of agricultural commodities, products, and services.

Alberta Food and Beverage Industry

Market Profile

Alberta's food and beverage industry has reached an age of increasing diversity and prosperity. Years past have seen food and beverage industry sales run a consistent second behind the total cash receipts from Alberta's farms. Recently, however, the trend between the sales of these two sectors has reversed. In 1991, the value of shipments of processed food and beverages was an estimated $4.7 billion, while farm cash receipts totalled $4.2 billion.

Although much of this food and beverage sales volume was comprised of the three traditional primary sectors of beef, dairy products, cereal grains and oilseeds, more movement toward secondary processed products has been seen in the last few years than ever before. More and more, the producer/processor is finding that he/she must turn to further processing, thereby creating enhanced, value added products, to meet these demands.

Because there is a direct correlation between this increased movement toward value added products and consumer demand, successful marketing lies in:

1. Paying close attention to the consumer.
2. Using what is learned from the consumer to drive marketing and manufacturing efforts, thereby satisfying a demand, not creating one.

In other words, the successful producer/processor must be closely tuned to the market and properly respond to it.

The key to keeping oneself in tune to market demands is using sound techniques in market research. The three basic goals of market research are:

1. Identifying opportunities
2. Planning to take advantage of these opportunities
3. Evaluating performance and progress

Market research should also supply manufacturers with consumer profile information necessary for new product presentations and developments, including:

- product development
- pricing
- advertising
- distribution
- market segmentation and demographics
- product positioning
- frequency of product brand use by package size and price
- consumer awareness of product brands
- packaging
- name/logos
- consumer behaviour information, including:
- in and out of home use
- impulse versus planned purchases
- occasion on which product is purchased
- how consumers use the product
- who in the household actually purchases the product
- what product characteristics are important to the consumer, for example, packaging, pricing, quality

Marketing FOOD in Alberta

BUYERS

Alberta
AGRICULTURE

Buyers

The following list of retailers and wholesalers provides both company and contact names as well as insights into the company's buying procedures, interrelationships, and special services.

Company	Type of Operation	Page
1. Associated Grocers	Wholesaler/Distributor	10
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ASSOCIATED GROCERS

(Wholesaler/Distributor)

DIVISION OF OVERWAITEA FOOD GROUP

HEAD OFFICE: 7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
Phone: (403) 236-6300
FAX: (403) 279-7033

MANAGEMENT: Vice President: Alf Peterson
Vice President Customer Relations: Don Larkins
Marketing Manager: Ian Dickson
Purchasing Manager: Don McKenzie
Manager, Foodservice: Bob Boetjer
Vice President Purchasing: Dave Horrey

DIVISIONS: (food related)
Associated Cash and Carry
Associated Produce
Associated Foodservice

STORES: 650 in total in Alberta and British Columbia

Associated Grocers provides a full range of retailer services and has a cash-and-carry outlet.

BUYING PROCEDURES: Don McKenzie is responsible for all Calgary warehouse buying.

For new product presentations and listings contact the appropriate buyers first, except for locally grown produce, contact Mr. Green and for meat contact Mr. McKenzie directly.

For advertising and merchandising to members stores contact Ian Dickson.

New products are usually put on 60-90 days trial to establish a market for new product.

BRIDGE BRAND FOOD SERVICES LTD.

(Wholesaler/Distributor - Foodservice)

HEAD OFFICE:

1802 Centre Avenue N.E.
Calgary, Alberta
T2E 0A6
Phone: (403) 235-8555
FAX: (403) 272-5911

HEAD OFFICE MANAGEMENT:

President: Michael Tamagi
Vice President - Operations: Mel Tamagi
Vice President - Sales & Marketing: Fred Tamagi
Secretary Treasurer: Robert A. Russell
Senior Merchandising Manager: Donna Hannah
Senior Produce Manager: Terry Lindemann
Grocery Merchandising Manager: Garry Williams
Frozen Food Merchandising Manager: Norm Gerault
Beverage Systems Merchandising Manager: Alana Healy
Non-Food Merchandising Manager: Larry Dunn
Sales Manager: Gord Wilhelm

EDMONTON BRANCH

14648 - 134 Avenue
Edmonton, Alberta
T5L 4T4
Phone: (403) 455-3100
FAX: (403) 455-0782

Branch Manager: Al Beesley
Merchandising Manager: Melissa Stelter
Sales Manager: Joe Keating

RED DEER REGIONAL SALES OFFICE:

#1, 7429 - 49 Avenue
Red Deer, Alberta
T4P 1N4
Phone: (403) 343-3478
FAX: (403) 340-0557

Sales Manager: Rick Dippel

BUYING PROCEDURES: For new product presentations, contact the appropriate department manager in the Calgary Head Office. Bridge Brand is flexible in their approach to the kind of support you may offer.

Bridge Brand services the following areas: Edmonton, Red Deer and Central Alberta, Calgary, Banff/Lake Louise, Lethbridge and Southern Alberta.

CALGARY CO-OPERATIVES ASSOCIATION LIMITED

(Retail)

HEAD OFFICE: 8818 Macleod Trail South
Calgary, Alberta
T2H 0M5
Phone: (403) 299-4000

MANAGEMENT AT HEAD OFFICE:
President and Chairman of the Board: Bruno Friesen
Chief Executive officer: Gerry Kiehl (Retiring Dec. 31/92)
Vice President Marketing: Howard Baum
Vice President Operations: Darwin Flathers
Consumer Counsellor: Sylvia Kong
Consumer Counsellor: Susan Spicer
Consumer Counsellor: Linda Whitworth
District Manager: Steve Ramsey
District Manager: Roy Brown
District Manager: John Taylor

MARKETING OFFICE: 200S, 8500 Macleod Trail South
Calgary, Alberta
T2H 2N1
Phone: (403) 299-4012

MANAGEMENT AT MARKETING OFFICE:
Grocery Marketing Manager: Jorgen Laursen
Pricing & Costing Supervisor: Linda Isenor
Produce Marketing Manager: Stewart Lang
Meat Marketing Manager: Ken Swaby
Advertising Manager: Gerry Thompson

STORES: Calgary Co-op operates 14 stores: 13 in Calgary and one in Strathmore. It functions independently of other co-operative organizations.

BUYING PROCEDURES: To obtain a new listing or make a change in your listing, contact L. Isenor. Buying decisions are made at a weekly meeting which also includes S. Kong and D. Cheke

from Federated Co-op. Once your product is listed with Calgary Co-op, it is stocked by their wholesaler, Federated Co-op Ltd.

Produce items are wholesaled and distributed by Scott National and purchasing decisions are made in conjunction with the Calgary branch office of Scott National.

A. Smith is responsible for products purchased for the Calgary Co-op cafeterias. Your individual advertising arrangements should be made with the marketing managers, who in turn, co-ordinate all advertising with Gerry Thompson.

CANADA SAFEWAY LIMITED

(Retail)

CORPORATE OFFICE: P.O. Box 864, Station "M"
47th Floor, West Tower
Petro Canada Centre
150 Sixth Avenue S.W.
Calgary, Alberta
T2P 2J6
Phone: (403) 260-8600
Phone: (403) 290-1490

Chief Operations Officer: Robert H. Kinnie
President and CEO: John K. Jope

ALBERTA DIVISION: P.O. Box 430 16011 - 116 Avenue
Edmonton, Alberta
T5J 2K2
Phone: (403) 453-6300
FAX: (403) 453-6494

Senior Vice President, Division Manager: Norman J. Leaf
Marketing Operations Manager: Wally Urichuk
Retail Operations Manager: Dan Skelly
Grocery Merchandising Manager: Robert Hicklin
Meat Merchandising Manager: Fidel Stephenson
Produce Merchandising Manager: Alex Runge
In-Store Bakery Merchandising Manager: Jim Larock
General Merchandising/Health, Beauty, Cosmetics Manager: Jim Stevenson
Pharmacy Co-ordinator: Barry Peachment
Advertising Manager: Richard Limacher

STORES: 87 (including Safeway and Food For Less)

CORPORATE MERCHANDISING OFFICE:
#100, 6712 Fisher Street S.E.
Calgary, Alberta T2H 2A7

Senior Vice President, Corporate: Merchandising: Martin Cox
Marketing Services Manager: William Sexsmith
Purchasing Operations Manager: Jim McCulloch
General Merchandising/Health, Beauty, Cosmetics: Dennis Rancier
Manager of Environmental Affairs: Colin Rose

BUYING PROCEDURES: All buying is centralized, for all of Canada, at the Corporate Merchandising office in Calgary.

FEDERATED CO-OPERATIVES LTD.

(Wholesaler/Distributor)

HEAD OFFICE:

401 - 22 Street East
Saskatoon, Saskatchewan
S7K OH2
Phone: (306) 244-3311
Fax: (306) 244-3403

MANAGEMENT:

Food Manager: Terry Bell
Marketing Director: Dennis Currie
Procurement Director: Brad Bauml

ALBERTA REGIONAL OFFICES:

Federated Co-operatives Ltd. is a wholesale operation distributing to 94 stores throughout Alberta, including the Calgary Co-op and Edmonton Co-op stores.

CALGARY
2626 - 10 Avenue N.E.
Phone: (403) 272-4081
Food Manager: Platon Werbicky
Meat Buyer: Erick Lix
FAX: (403) 273-5250

EDMONTON
14404 - 128 Avenue
Phone: (403) 454-2441
Food Manager: Stan Sawatzky
Meat Buyer: Luke Webbnick
FAX: (403) 452-3997

BUYING PROCEDURES: The retail co-ops are owned by their consumer members and the co-ops, in turn, own Federated Co-operatives Ltd, their supply house.

There are more than 800 products bearing the Co-op and Harmonie label which Federated distributes to the retail co-op stores.

Interprovincial Co-operatives Limited, with its operational office in Mississauga, Ontario, handles the procurement of Co-op and Harmonie items.

FERRARO'S LIMITED

(Retail)
(Operating as Super Valu)

ALBERTA OFFICE: 1427, 1632 - 14 Avenue N.W.
Calgary, Alberta
T2N 1N5
Phone: (403) 289-0226
FAX: (403) 282-9677

Mailing Address:
P.O. Box 3956, Station "B"
Calgary, Alberta
T2M 4M5

MANAGEMENT: Vice President: George Wood
Grocery Merchandiser: Merv Barr
Meat & Deli Merchandiser: Garry Baron
Produce Merchandiser: Dieter Schulz
Bakery Merchandiser: George Wood

STORES:

Calgary	2
Airdrie	1
St. Albert	1
Lethbridge	1

BUYING PROCEDURES: All buying is co-ordinated by the Calgary office merchandisers, as listed. George Wood also co-ordinates the advertising. Once a listing is established, Super Valu requests that it be listed with their wholesaler, Western Grocers.

THE GROCERY PEOPLE LTD.

(Voluntary Wholesale)

A Subsidiary of Federated Co-Operatives Limited

HEAD OFFICE:

14505 Yellowhead Trail
Edmonton, Alberta
T5L 3C4
Phone: (403) 447-5700
FAX: (403) 452-7759

MANAGEMENT:

President: James A. Crawford
Vice President Retail Operations: Garry Crane
Vice President - Corporate Affairs: Andrea Reid
Vice President Food Service and Produce: Gabe Keller
Vice President, Administration: Doug Eggen
Director, Warehouse Operations: Gib Forbes
Director, Food Service and Produce: Wayne Haryett
Director, Cash & Carry Operations: Terry Soderberg
Director, Marketing & Food Procurement: Brian Zamisky (Retail and Food Service)
Executive Administrator: Patrick Wilson

STORES:

Alberta	194
N.W.T.	11
Yukon	20
B.C.	15
Saskatchewan	4
	244

GROUPS OPERATED:

Super "A" Foods	29 stores
Bigway Foods	22 stores
Tags	27 stores
Non Banner Member	237 stores

BRANCH OPERATIONS: The Grocery People Ltd. operates branch operations in Kamloops and 5 cash-and-carry Outlets - Edmonton, Lloydminster, Red Deer, Kamloops and Camrose, offering a rounded out service to convenience stores, general stores and institutional buyers.

BUYING PROCEDURES: To obtain a listing, contact the Buying Department for grocery items, Mr. Haryett for produce and Gus Brulotte for meat, Brian Zamisky is responsible for overall buying decisions, retail grocery and food service.

THE GROCERY PEOPLE LTD.

(Wholesaler/Distributor - Foodservice)

A SUBSIDIARY OF FEDERATED CO-OPERATIVES LIMITED

FOOD SERVICE DIVISION

HEAD OFFICE:
14505 Yellowhead Trail
Edmonton, Alberta
T5L 3C4
Phone: (403) 447-5700
FAX: (403) 452-7759

FOOD SERVICE OFFICE:
P.O. Box 840
Edmonton, Alberta
T5J 2L7
Phone: (403) 447-8500
FAX: (403) 447-1676

MANAGEMENT:
Vice President, Food Service and Produce Divisions: G. K. (Gabe) Keller
Director, Food Service and Produce Divisions: Wayne Haryett
Corporate Accounts Manager: Jeff Lemmen
Sales Supervisor: Bob Pyne

BUYING PROCEDURES: To obtain a listing for your foodservice product, contact the Buying Department.

The Grocery People Ltd. will assist you in launching your product by distributing advertising flyers to their customers. This company presently has 10 sales people.

This Division handles the market area from Red Deer north into B.C., Yukon, N.W.T. and Saskatchewan; servicing all types of hotels, restaurants and institutions.

HORNE & PITFIELD INC.

(Retail)

HEAD OFFICE:

17220 Stony Plain Road
Edmonton, Alberta
T5S 1K6
Phone: (403) 486-4800
FAX: (403) 483-2165

Mailing Address:
P.O. Box 10
Edmonton, Alberta
T5J 2G9

MANAGEMENT:

President: W. A. Wagner
Vice President, Wholesale: M. C. Cooke
Vice President, Retail: J. J. Stanton
Vice President, Procurement: Vacant
Vice President, Finance: D. W. Mellor
Vice President, Merchandising: T. G. Vander Weide
Vice President, Real Estate and Development: M. G. Lindgren
Director, Procurement: Brian Caney
Director, Meat: R. McKee
Director, Produce: T. Coffin
Director, Merchandising: D. Perusini
Director, Real Estate: R. Boychuk
Director, Convenience Group: A. Micklich
Produce Buyer: Blair Bashaw

STORES:

250 in Alberta, British Columbia, Saskatchewan and N.W.T.

GROUPS OPERATED:

IGA
Garden Market IGA
Triple S Reddi Mart Convenience Stores
Mayfair

Horne & Pitfield offers a full retail service program, including advertising programs.

Horne & Pitfield also services about 200 non-group customers.

CASH AND CARRY: The company has six Cash & Carry Warehouses: Edmonton (3), Calgary (1), Lethbridge (1) and Fort McMurray (1).

BUYING PROCEDURES: For all requests for new items, new sizes, special packs or point-of-purchase displays, contact B. Leonard. New product presentations should be made to Karen Millar for grocery, dairy, frozen; R. McKie for meats; T. Coffin for produce items, and to the advertising, retail and wholesale operations staff as they are involved in the buying decision meetings. Phone number for all the above personnel is:
(403) 447-1470, FAX: (403) 447-1565.

It is advised to follow up on a regular basis with the Division or Branch buyers once you obtain your listing.

If your product is for a local market only, contact the local Division or Branch wholesale buyer. That person in turn will contact B. Caney for approval. Many test markets are handled this way.

For listings in the Cash & Carry Warehouse, contact D. Starrett in Edmonton at:
(403) 468-4333, FAX: (403) 468-4345.

HULL'S FOODS

(Retail)

HEAD OFFICE: #200, 10120 - 118 Street
Edmonton, Alberta
T5K 1Y4
Phone: (403) 488-2300
FAX: (403) 482-7483

STORES: 3 in total; 2 in Edmonton, 1 in Winnipeg.

BUYING PROCEDURES: Contact Allen Wasylyshyn in Edmonton or David Culbertson in Winnipeg to obtain listings.

NORTHERN GROCERS LTD.

(Wholesaler/Distributor - Foodservice and Retail)

HEAD OFFICE: #1, 390 McAlpine Crescent
Fort McMurray, Alberta
T9H 4B1
Phone: (403) 743-2892
FAX: (403) 743-5304

MANAGEMENT: Manager, President: Glen Young
Secretary: Ron Ulliac
Sales: Art Grenier

SERVICES: Northern Grocers concentrates mainly on foodservice distribution for the Fort McMurray area and for surrounding camps, providing a full line of canned goods, fresh products, frozen meats, paper products, cleaning supplies, confectionery items. The company is presently distributing for Canada Dry and the Northern Alberta Dairy Pool (Nu Maid Milk) and Quality Fast Foods and is interested in expanding into other food lines.

BUYING PROCEDURES: Contact Glen Young for listings.

OVERWAITEA FOOD GROUP

(Retail)

DIVISIONS: Associated Grocers
Alwest Foods Overwaitea Foods
Save-On-Foods

HEAD OFFICE: P.O. Box 7200
Vancouver, British Columbia
V6B 4E4
19890 - 92A Avenue
R. R. #5
Langley, British Columbia
V3A 4P8

ALBERTA OFFICE: 7100 - 44 Street
S.E. P.O. Box 1270, Station T
Calgary, Alberta
T2H 1X2

SENIOR MANAGEMENT:
President: Brian Piwek
Executive Vice-President: Gary Heppell
Senior Vice-President, Finance: Glenn McCurdy
Senior Vice-President, Merchandising: Bren Louth
Senior Vice-President, Human Resources: Bryan Wall
Senior Vice-President, Warehousing & Distribution: Steve Vanderleest

ALBERTA:
Vice-President, Merchandising and Operations, Alberta: Bryan barrett
Vice-President, Customer Relations, Alberta: Don Larkins
Vice-President, Distribution, Alberta: B. Sugden
Director, Grocery Merchandising, Alberta Division: Wayne Kilback
Director, Produce Operations, Alberta Division: Art Heppner
Director, Retail Operations, Alberta: R. Klassen
Director, Supplier Promotions, Alberta: E. Ottahal

BUYING PROCEDURES: For listing of new items, etc.
Contact: Dave Horrey
c/o 7100 - 44 Street S.E.
P.O. Box 1270, Station T
Calgary, Alberta
T2H 1X2

THE REAL CANADIAN SUPERSTORE

(Retail)

Division of Westfair Foods Ltd., Calgary, Alberta:
Westfair Foods Ltd. is a division of Kelly, Douglas & Co. Ltd., Vancouver

HEAD OFFICE: 3225 - 12 Street N.E.
Box 300, Station M
Calgary, Alberta
T2P 2H9
Phone: (403) 291-7700
FAX: (403) 291-7899

MANAGEMENT: Vice President, Westfair Foods Ltd. and Division Manager, Superstore Operations: Tom Fraser
Grocery Division Manager: Dallas Thorsteinson
General Merchandise Manager: Gord Draho
Meat Division Manager: Terry Oakey
Deli Division Manager: Lore Lindemann
Produce Division Manager: Russ Petrie
Bakery Division Manager: Linda Stilwell
Fish Division Manager: Brian Kaspick

STORES: There are three Real Canadian Superstores located in Edmonton, two in Calgary, one in Red Deer and one in Lloydminster.

BUYING PROCEDURES: Western Grocers Ltd., Edmonton and Calgary provide warehousing and distribution services for the Real Canadian Superstores.

SCOTT NATIONAL LTD.

(Wholesaler/Distributor - Mainly Foodservice)

HEAD OFFICE:

1200, 10201 Southport Road S.W.
Calgary, Alberta
T2W 4X9

Mailing Address:
P.O. Box 8030, Station F,
Calgary, Alberta
T2J 4B4
Phone: (403) 258-0458
Fax: (403) 259-5420

MANAGEMENT:

President, General Manager: Ron Faithfull
Vice President, Sales and Marketing: Brian Mann
Director of Produce: Glenn Baty
Director, Foodservice Marketing and National Accounts: Jack Reed
Director, Foodservice Purchasing: Robert Coxford
General Manager, Paper Products: Willy Ubell

SERVICES:

Scott National wholesales and distributes fresh produce, foodservice groceries, frozen foods, meat and seafoods, non-food products (paper) and beverages, through seven branches.

Over 60 per cent of the company's business is related to the foodservice market, with the retail emphasis being almost exclusively produce.

BUYING PROCEDURES:

For foodservice, 90 per cent of the buying is co-ordinated through Head Office. For new product presentations, contact Robert Coxford. A committee makes the final buying decision and it consists of Jack Reed, Robert Coxford and Brian Mann.

Scott National prefers that a manufacturer be able to supply all seven branches and will not handle a product if it is sold directly.

After your product is listed, you should establish contact with branch level buyers and work closely with the local sales people.

Scott National sends out 6,000 copies of "Foodservice World" to its customers on a monthly basis. Specials and new products are featured.

For fresh fruit, contact Glenn Baty.

7-ELEVEN STORES

(Retail)

HEAD OFFICE:

3185 Willingdon Green
Burnaby, British Columbia
V5G 4P3
Phone: (604) 299-0711
FAX: (604) 293-5634

MANAGEMENT:

(In Vancouver)
Division Manager: F. Farr
Marketing Manager: Steve McIntyre
Senior Buyers: G. Blom

ALBERTA REGION:

7-Eleven operates 140 convenience stores throughout Alberta.

Northern Alberta Market
(Red Deer North)
Marketing Manager: Mr. Dale Shaw
3823 - 98 Street
Edmonton, Alberta
T6E 5N5
Phone: (403) 461-0711
FAX: (403) 463-0490
Stores: 69

Southern Alberta Market
Market Manager: Lawrence Richler
Suite 160, 200 River Crest Drive S.E.
Calgary, Alberta
T2C 2X5
Phone: (403) 236-3711
FAX: (403) 236-3718
Stores: 71

Calgary Division Office
Division Manager: Mike Sugden
Sales and Promotions Manager: Tim Rhodes
Assistant Sales and Promotions Manager: Dale Melenberg

Suite 201, 200 River Crest Drive S.E.
Calgary, Alberta
Phone: (403) 279-0711
FAX: (403) 236-3050

BUYING PROCEDURES: The local market contacts (T. Rhodes or Dale Melenberg) are responsible for initial screening of all product presentations.

Wholesaling and distribution for 7-Eleven stores in Alberta is handled by Wallace and Carey Ltd.

UNITED GROCERY WHOLESALERS LTD.

(Wholesaler/Distributor)

HEAD OFFICE:

7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
Phone: (403) 236-6300
FAX: (403) 279-7033

President: George Deegan

There are 9 shareholder members across Canada.

ALBERTA:

The Overwaitea Food Group
The Grocery People Ltd.
Federated Co-op Ltd.

United Grocery Wholesalers Ltd. handles volume merchandising of national brand products and administers a generic program for CanFood Ltd., a private label for Western Family Ltd.

WALLACE & CAREY LTD.

(Wholesaler/Distributor)

CALGARY BRANCH: 5445 - 8 Street N.E.
Phone: (403) 275-7360
FAX: (403) 275-3921

Mailing Address:
Postal Bag 3959, Station B
Calgary, Alberta
T2M 4M5

Warehouse Manager: John Delaney

EDMONTON BRANCH: 11309 - 166A Street
T5M 3W4
Phone: (403) 453-1807

Warehouse Manager: Dave Reader

MANAGEMENT: President: Frank Carey
Vice President: Buzz Cavanaugh
Warehouse and Distribution Manager:
Dallas Price

BUYERS: Tobacco Buyer: Vicky Stewart
Confectionery Buyer: Dave Roberts
Grocery Buyer: Debbie Chovancak
Paper Products: Jean Elliott
Sundry Buyer: John O'Grady

OPERATION: Wallace & Carey Ltd. is an independent Wholesale and Distribution Company. They carry tobacco, confectionery, groceries, health and beauty aids, sundries, in-store supplies, film and batteries, frozen foods and produce. They have been located in Alberta since 1921 and service all areas of Alberta.

BUYING PROCEDURES: Please contact either the Edmonton branch or the Calgary branch with any inquiries regarding setting up an account.

BUYING GROUPS

Interprovincial buying groups exist throughout the food trade, as they do for many manufactured products. A summary of the current food buying group affiliations within the Alberta marketplace follows.

DESCRIPTION: Buying groups include any organization that purchases for a group of businesses. They may do this by placing orders, taking delivery and performing other services for their members. They may be a collection office which buys for the purpose of maximizing volume rebates. Some buying groups may also act as managers for the members' purchases of private label brand and generic products.

FOOD BUYING GROUP INVOLVEMENT IN ALBERTA

IGA/SAFEWAY

- IGA and Canada Safeway Ltd.
- In Alberta: Horne and Pitfield Inc. Canada Safeway Ltd.

FEDERATED FOODS LTD.

- There are 17 foodservice distributor members across Canada.
- In Alberta: Scott National
- Federated Foods also handles the Sunshine private label program.

OTHER DISTRIBUTORS

AAA Worlde Enterprises
10751 - 50 Street
Edmonton, Alberta
T6A 2E3
Phone: (403) 466-5581
FAX: (403) 465-7343

Alberta Cold Storage
9002 - 20 Street
Edmonton, Alberta
T6P 1K8
Phone: (403) 464-1770
FAX: (403) 467-6278

Asian Foods Division of
Leiku Importing Co.
460 Prior Street
Calgary, Alberta
T6A 3X2
Phone: (403) 236-3037
FAX: (403) 681-4356

Associated Grocers
7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
Phone: (403) 236-6300
FAX: (403) 279-7033

Best Foods Foodservice
4770 - 72 Avenue S.E.
Edmonton, Alberta
T2C 3Z2
Phone: (403) 459-3460
FAX: (403) 279-1946

Best Way Distributors Alberta Ltd.
50 Gillian Crescent
St. Albert, Alberta
T8N 0W1
Phone: (403) 458-8150
FAX: (403) 460-7021

* Bow River Foods Ltd.
#5, 6303 Burbank Road S.E.
Calgary, Alberta
T2H 2E1
Phone: (403) 253-8423
FAX: (403) 258-0474

Bowes Co. Ltd.
7310 - 5 Street S.E.
Calgary, Alberta
T2H 2L9
Phone: (403) 253-1505
FAX: (403) 253-7981

* Centennial Foodservice
4043 Brandon Street S.E.
Calgary, Alberta
T2G 4A7
Phone: (403) 287-2525
FAX: (403) 287-0789

* Centennial Foodservice
8404 Davies Road
Edmonton, Alberta
T6E 4Y5
Phone: (403) 465-9991
FAX: (403) 465-5113

Continental Pastas
544 Riverbend Square
Edmonton, Alberta
T6R 2E3
Phone: (403) 437-5976

Costco Wholesale Ltd.
11628 - 142 Street
Edmonton, Alberta
T5M 1V4
Phone: (403) 452-9759
FAX: (403) 455-7135

Daytimer Distribution Ltd.
5727 Burbank Road S.E.
Calgary, Alberta
T2H 1Z5
Phone: (403) 253-1206
FAX: (403) 252-0459

Delico Corporation
4770 - 72 Avenue S.E.
Calgary, Alberta
T2C 3Z2
Phone: (403) 279-2767
FAX: (403) 279-1946

Delta Food Products Inc.
10557 - 114 Street
Edmonton, Alberta
T6H 3J6
Phone: (403) 424-3636
FAX: (403) 424-1536

Eberhardt Foods Ltd.
8007 Wagner Road
Edmonton, Alberta
T6E 4N6
Phone: (403) 465-4540
FAX: (403) 463-4197

* Francis Food Distributors Ltd.
Bay A, 6908 - 6 Street S.E.
Calgary, Alberta
T2H 2K4
Phone: (403) 255-0320
FAX: (403) 255-2114

Ginseng House Health Food
400 - 4 Avenue S.W.
Calgary, Alberta
T2P 0J4
Phone: (403) 233-0303

Gonard Foods
4139 Edmonton Trail N.E.
Calgary, Alberta
T2E 3V5
Phone: (403) 277-0991
FAX: (403) 277-0664

* HRI Foodservice Ltd.
Bay 2, 4112 - 16A Street S.E.
Calgary, Alberta
T2E 3V5
Phone: (403) 233-7783
FAX: (403) 233-9449

* I & S Foodservice Distributors
8007 - 127 Avenue
Edmonton, Alberta
T5C 1R9
Phone: (403) 478-3451
FAX: (403) 473-7395

Kasco Food Equipment Sales & Service
Bay 26, 4320 - 75 Avenue S.E.
Calgary, Alberta
T2C 2H8
Phone: (403) 279-4741
FAX: (403) 236-5102

Lakeside Centennial Corporation
4211 - 13A Street S.E.
Calgary, Alberta
T2G 3J6
Phone: (403) 261-0770
FAX: (403) 265-4735

Mabo Sales
3815 - 16 Street S.E.
Calgary, Alberta
T2G 4W5
Phone: (403) 264-5756
FAX: (403) 265-7347

Magnum Distributing Inc.
4252 - 91A Street
Edmonton, Alberta
T6E 5V2
Phone: (403) 462-1881

* Medicine Hat Wholesale
851 Industrial Avenue s.E.
P.O. Box 1406
Medicine Hat, Alberta
T1A 7N3
Phone: (403) 527-4481
FAX: (403) 529-6876

Mountain Spring Juices Ltd.
3664 - 60 Avenue S.E.
Calgary, Alberta
T2C 2C7
Phone: (403) 236-3773
FAX: (403) 236-3775

Mushrooms & More
327 Kaska Road
Sherwood Park, Alberta
T8A 4E9
Phone: (403) 467-7493

Nestle Foodservice
14612 - 124 Avenue
Edmonton, Alberta
T5L 3B3
Phone: (403) 451-6616
FAX: (403) 452-4199

Northdale Enterprises Ltd.
#10, 7408 - 40 Street S.E.
Calgary, Alberta
T2C 2L6
Phone: (403) 236-0190
FAX: (403) 236-4525

QWest Foods Ltd.
15349 - 114 Avenue
Calgary, Alberta
T5M 3S9
Phone: (403) 279-6808
FAX: (403) 452-3409

Rosella Food Ltd. & Saccomanno Bros. Ltd.
10208 - 127 Avenue
Edmonton, Alberta
T5E 0B8
Phone: (403) 478-2381
FAX: (403) 473-8939

Sapco Foods Ltd.
4424 - 10 Street N.E.
Calgary, Alberta
T2E 6K3
Phone: (403) 250-7961
FAX: (403) 291-9335

* Sapco Foods Ltd.
8140 McIntyre
Edmonton, Alberta
T6E 5C4
Phone: (403) 468-5811
FAX: (403) 469-5495

* Scott National
14215 Yellowhead Trail
Edmonton, Alberta
T5L 3C4
Phone: (403) 451-3550
FAX: (403) 447-6188

Sun Sun Food Products (1989) Ltd.
14415 - 115 Avenue
Edmonton, Alberta
T5M 3B8
Phone: (403) 454-4521
FAX: (403) 453-1728

Tillamook Foods
6803 - 72 Avenue
Edmonton, Alberta
T6B 3A5
Phone: (403) 465-1580
FAX: (403) 466-7698

Trophy Foods Inc.
Bay E, 6812 - 6 Street S.E.
Calgary, Alberta
T2E 5X9
Phone: (403) 277-5447
FAX: (403) 276-2290

Worldwide Specialty Foods Ltd.
7410F Street S.E.
Calgary, Alberta
T2H 2L9
Phone: (403) 255-6262
FAX: (403) 252-0683

*** Foodservice Distributors**

Marketing FOOD in Alberta

LISTINGS

Alberta
AGRICULTURE

LISTINGS
How to Obtain and Maintain Them

In terms of actual sales, one of the most important moves for a food processor is to secure a place on a wholesale/retail buyer's product listing. Often, the listing of any organization is its key reference when ordering stock. Therefore, without obtaining a listing, unless the organization deals in direct sales, a processor may have a limited chance of receiving orders.

Obtaining a listing, although a necessary step for any food manufacturer, is not a simple process. The last few years have seen retailers and distributors become overwhelmed with new product presentations at a time when their listings already stand at maximum capacity. Because of this, obtaining a listing more often than not entails bumping another product off the list and taking its place. To do this a manufacturer must convince the retailer/distributor of his product's uniqueness through careful, deliberate consideration and detailed explanation of the following:

- the product itself - does it truly deliver a unique benefit to the marketplace?
- its planned positioning in the marketplace
- the size and growth pattern of the market or category
- its recommended shelf placement for retail and type of operation (for example: fast food or hospital for foodservice)
- its recommended selling price
- its packaging
- the amount of co-operative advertising and incentive plans including introductory allowances, payment terms and volume allowance programs needed to gain listings
- the type and amount of consumer and trade advertising
- the type and amount of consumer promotion
- the type of "on the street" sales support to be provided.

FOODSERVICE REQUIREMENTS
As identified by sources in the foodservice field

- Case Markings - all necessary information normally included. on the exterior of the case should be visible on all four sides of the case.
- Recommended serving size
- Number of servings per case
- Yield of contents (i.e. powder to liquid)
- Count per can/jar (i.e. olives, pickles, etc.)

- Recommended usages
- New applications (of this product compared to old similar products)
- Best before date
- Certification of insurance - product liability insurance
- Has product been federally inspected? If yes, give inspection number
- For advertising, distributor needs ad mats of camera quality
- Sampling policies - through broker or direct and amount
- Return goods policy - best if sold on a guaranteed sale bases as this reduces the risk to the distributor. Manufacturer should, however, insist on time limit to reduce his own risk.
- If product sold to both retail and foodservice sectors, conditions should be equal (i.e. no lesser prices for retailers on same goods sold to foodservice at higher prices)
- Manufacturer's marketing programs for foodservice and retail should also be of the same calibre.
- As foodservice marketing involves sales on a sight-unseen basis, manufacturers should provide distributor with product information sheets that the operators can use toward sales.
- Manufacturers should provide ongoing input to distributor's sales personnel to keep sales ideas fresh and on track.

THE PRODUCT

Before launching a new product, successful manufacturers will consult key buyers in the industry for valuable input regarding initial planning stages. Years of experience in buying and merchandising a product category gives buyers a strong sense of what will and will not work. Buyers can transfer this knowledge to manufacturers, along with recommendations on retail shelf placement, package dimensions, shipper case packs and potential size and growth pattern of the market.

Obtaining the above type of information from buyers can be extremely advantageous considering the competitive nature of the food business, especially in the area of new products. Statistics show that only one-quarter of all new products actually make it through product introductions and only one out of 25 is still on the shelf one year later.

COST OF MARKETING

A manufacturer must be prepared to pre-spend. He must be prepared to invest in the marketplace and budget all costs. Go to the buyer and say "regardless of sales, we're prepared to ..." and outline a sound merchandising program.

Although no hard and fast rules apply to product pricing, the following is a general guideline that has been recommended by fellow processors:

DELIVERED PRODUCT PRICE

+	5%	co-operative advertising
+	2%	cash discounts
+	10%	deals
+	5%	broker fees
+	10%	consumer promotions, demos, coupons
+	3%	target value
+	1-5%	volume rebate
	36-41%	

WHOLESALE PRICE = PRODUCT PRICE + 36-41%

The suggested retail price will equal the wholesale price plus a retail mark up of about 18-32 per cent (usually).

The marketing costs as outlined are real costs and must be budgeted.

PRICE LISTS

Separate price lists should be prepared depending on the type of distribution. These lists are often referred to as distribution allowances and should state the minimum shipments necessary to qualify.

1. FOB Wholesale Distributor Warehouse Allowance
2. Corporate and Independent Drop-Ship Allowance - when listings are difficult to obtain, drop shipping provides the following advantages:

   a) allows for direct shipment to the independent stores with invoicing being handled by wholesaler

   b) the wholesaler may guarantee the account

   c) shows the wholesaler that your product does sell thereby justifying a listing through the warehouse.

   When dealing with corporate chain stores, permission must be granted to distribute to their stores on a direct basis.

   Prices should be higher on drop-shipments than to the wholesaler to help cover the extra distribution costs and to ensure that retailers will be able to buy at prices through their warehouses which are at least competitive with the price they paid for drop-shipments (for example: seven to eight per cent higher).

3. FOB Plant Pick Up - this price must be carefully calculated so that enough of the saving on distribution is passed on to the wholesaler for him to pay the shipping charges from your plant to his warehouse.

CASE SIZES OR PACKS

Case "turns" and the size of the master cartons are extremely important to both you and the buyer. When a buyer checks the results on velocity reports, he often looks only at the number of turns, not at the case size. In other words, it may be advantageous to package 12 units per case as opposed to 20. The buyer perceives increased turns to equate to increased sales volumes.

PRODUCT PACKAGING

First impressions are critically important. Considerable attention and adequate financial commitment must be paid to packaging. PACKAGING IS A BRAND'S INSTANT IMAGE.

UNIVERSAL PRODUCT CODE (UPC)

The Universal Product Code is an eleven digit number that identifies the consumer package and/or the shipping container. Of the eleven digits, the first five denote the manufacturer, and the remaining identify the product. The code helps producers and retailers keep track of inventories and computer pricing.

Most retailers require that any product they carry have a UPC symbol. For further information, contact:

Universal Product Code (UPC)
Grocery Product Manufacturers of Canada
885 Don Mills Road
Don Mills, Ontario
M3C 1V9
Telephone: (416) 510-8039
Fax: (416) 510-8043

CO-OPERATIVE ADVERTISING AND DEAL ALLOWANCES

Generally, a manufacturer accrues two to five per cent of invoice value to be used toward co-operative advertising. However, every product category is different and it is critical for you to determine where your product fits versus the competition. For example, co-operative advertising on cheese may equal 1.5 per cent while on honey, 15 per cent may be accrued. This value is put towards the purchase of newspaper ads in conjunction with the retailer. As a manufacturer, you "purchase" a package promotion at least three to a maximum of six times per year. These ads are usually booked in November for the following year. Be sure to stipulate that the feature price will be set six weeks prior to the date of the promotion. On average, consider a 10 per cent price reduction in the form of an off invoice case allowance timed in conjunction with the co-operative advertising feature. Also, consider the number of buy-ins per promotion, possibly one or two. As this benefit should be passed on to consumers, it most likely will increase sales. In your overall projections, anticipate that 50-65 per cent of total purchases will be bought when the item is dealt. Therefore, deals will cost five to six per cent throughout the year or possibly more.

INCENTIVE PLANS

Perhaps the most effective method by which to outline incentive plans is in the form of a product knowledge binder or folder. It could contain information on the following:

INTRODUCTORY DEAL ALLOWANCE

for example: in the form of a case allowance for a period of 60 days after obtaining a listing under/or on the initial one or two orders, or one case free for each store for each flavour or size ordered.

VOLUME INCENTIVE PLAN

The purpose of this plan is to encourage the buyer to purchase a greater percentage of the total product category from you. These allowances are usually paid quarterly.

TRUCKLOAD PRICE
(40,000 LB TRUCK)

for example: less 2% off invoice or $.5 to $1.00 a case

CASH DISCOUNTS

for example: 2%, 15 net 30

for example: 2%, 10 days net 30
2% charged on overdue accounts

CONSUMER PROMOTIONS

One of the underlying objectives of marketing plans for many new products is to build a consumer franchise for the product or brand. Another is to develop a significant core group of loyal and heavy brand users. To achieve this goal, a large number of consumers have to be encouraged to make that important first purchase and try the products. It is in this area that couponing and sampling are most effective, either used separately, or in combination.

IN-STORE SAMPLING (Retail)

While this kind of activity, being labor intensive, has a high up-front cost, the leverage—the flush through of a lot of product —can do wonders in getting a new product off to a strong start.

Five to 10 or more times normal weekly sales can be generated in one day by in-store sampling, at regular retail price. Therefore, in conjunction with a price feature or a coupon, additional product can be moved.

When a coupon is given, 25 per cent immediate, 40 per cent ultimate redemption can be expected for an in-store effort.

Generally speaking, the closer you get to the point of sale, the greater the impact.

COUPON VALUE (Retail)

The values recommended for introducing a product are usually higher than those needed for product franchise maintenance among existing products.

For new products, values such as 25, 40 and 50 cents are recommended.

One guideline for new product couponing is to double the percentage discount normally allowed for a coupon on an already established product.

Since more than one-half of all coupons give discounts ranging between eight and 15 per cent of the average product shelf purchase price, a reasonable range for product introductions might be between 15 and 30 per cent, particularly if the coupon is not accompanied by a sample.

This guideline should be used with some discretion, however, since for most consumer packaged goods sold in supermarkets, coupon values above 50¢ may not be cost effective.

Other suggestions include:

- use standard values which are multiples of the number five
- do not ask for multiple purchases with an introductory coupon
- for most products, free coupons do not attract a sufficiently high response rate to be cost effective. A small sample and lower value coupon may work better.

N.B. Coupon offers to foodservice operators are becoming increasingly popular.

IN CONCLUSION

This section will assist you to be well prepared for the actual product presentation to the retail of foodservice trade. Be ready for the following types of questions.

- describe your product - how is it superior? What is its competitive edge? Who is the competition? Does it deliver product quality? What is its value; What is the suggested retail price?
- will it be handled by a broker?
- how are you going to create consumer demand?
- how much and what kind of introductory advertising will there be?
- are there promotional funds available? In sufficient quantities?
- where should the product be positioned?
- what are the minimum and maximum shipment quantities?
- did you conduct a test market? What were the results?
- what is the product return policy?

NEW PRODUCT PRESENTATION FORMS

The following outlines key information requested on most New Product/item Presentation forms:

VENDOR INFORMATION:

Name, phone number, contact, mailing address, broker information, phone number, contact

PACKING INFORMATION:

Master case count, Inner pack count, height weight or size
Brand name and description of product(s), vendor product code

Vendor case weight, vendor case cube, vendor PP, Vendor SC
Vendor list cost per CS/lb, Freight charge - CWT/c
Freight allowance - CWT/CS, Vendor Pallet Pattern

GENERAL INFORMATION:

for new vendors only

Cash Terms _____ % _____ days
Swell Allowance _____ %
Trade Discount _____
Quantity Discount? If yes, give Quantity breakpoints
Minimum and Maximum order quantities
Order in units of _____ case, lbs, cubic ft, or Pallets.
Shipped via truck, rail or buyers truck

IF BUYERS TRUCK:

Pick up address _____
Price protection terms? _____ Yes _____ No
Stores stocks _____ Warehouse _____ Invoice _____
Pick up allowance $_____ Per CWT minimum quantity _____
Shipping Terms:

(a) FOB Origin-Freight Collect - original COL
(b) FOB Origin-Freight Prepaid - Origin PPD
(c) FOB Origin-Prepaid-Chargeback - Origin - PPD-CHG
(d) FOB Destination - Freight Collect - Dest COL
(e) FOB Destination - Freight Prepaid - Dest. PPD
(f) FOB Destination - Collect/Allowed - Dest. COL-ALW

Shipping Point Delivery lead time ____ days (include P.O. Mail Time)
Pallet/Slip Sheet Information

(a) Merchandise shipped on slip sheets
(b) Merchandise shipped on 4 way GMA Pallets
(c) Pallet exchange is available

VENDOR POLICY AND TERMS OF SALE:

- Spoilage/damaged Merchandise:
  _____ Retail Shelf/Floor Stock _____ Warehouse
- Method of Payment:
  _____ Bill Back _____ Credit Memo _____ Product Exchange
- Dated Merchandise: _____ Yes _____ No
  If yes, indicate product shelf life in # of days.
- As a manufacturer, do you have a continuing commodity guarantee on file with the buyer?
- Does your product have a written warranty? If yes, please attach a copy of the warranty.
- Sale Guarantee – Do you agree to purchase at our net cost all unsold merchandise from our opening order? If yes, attach copy of Guarantee.
- Please include two copies of Trade Allowance Offers.

- Is this new item offer made to all customers on an equal and proportional basis? If no, please provide buyer with written explanation.

CONSUMER-SELLER OFFERS:

(New and Existing Vendors)

1. Are in-store or instant coupons available for product(s) presented?
2. Are mail-in consumer rebates available for product(s) presented?
3. Are trial-size or cents-off/bonus pak deals available for product(s) presented?
4. Are slotting allowance available for product(s) presented?
5. Are premiums available for product(s) presented?
6. Are there additional AD/MDSG allowances available for product(s) presented?
7. Are extended dating terms offered for product(s) presented?
8. Is media support planned for product(s) presented?

Marketing FOOD in Alberta

BROKERS

Alberta
AGRICULTURE

BROKERS

One of the most important marketing decisions made by a food processor is that of selecting a broker. As such, it is a decision that deserves careful consideration and detailed field research.

Because all products and principals require varying types of services, it is most important to match a broker's talents with each principal's requirements on a market-by-market basis. The main purpose of the selection process, therefore, is to sort through brokers of all sizes and degrees of service and sophistication to find the one that best fits the processor's needs and wants in each market.

THE SELECTION PROCESS

"How to Select Food Brokers", published by the U.S. National Food Brokers Association, has proven to be a very useful tool for many Alberta food processors. It outlines and discusses the critical steps in the selection process including:

1. analyzing your needs in the market
2. analyzing your products from the broker's viewpoint
3. finding broker candidates
4. evaluating the final candidates
5. making your final decision
6. appointing your food broker

Some questions to consider asking at broker interviews are:

1. Identify the owners. Are there any immediate management plans or ownership changes expected, including mergers?
2. May I see a list of major principals? May I know which are your five largest retailer and/or foodservice accounts?
3. To whom would you assign our accounts, and what is his/her background? What accounts does he/she have now? What particular successes has he/she had in the last six months?
4. Please comment on any items in your present product line that would seem to (a) give you an advantage in handling our line; or (b) give you an experience base. Are there people in your organization familiar with our product category? If so, what is their experience?
5. What do your consider your best selling and merchandising performance in the last 12 months? Explain to the degree you feel appropriate to do so.

ALBERTA FOOD BROKERS

CALGARY

CFBA

Abrawest Food Brokers Ltd.
#100, 7503 - 35 Street S.E.
Calgary, Alberta
T2C 4C7
Phone: (403) 236-7609
FAX: (403) 236-1942
Branch Manager: Norm Aebig
(H.O. Winnipeg)

Aspen Enterprises Inc.
3839 Ogden Road S.E.
Calgary, Alberta
T2G 4N7
Phone: (403) 264-8114 or 6562
FAX: (403) 265-1343
President: James Fargo

Bradley-Rudolph-Koskey Inc.
1155G - 44 Avenue S.E.
Calgary, Alberta
T2G 4X4
Phone: (403) 243-3075
FAX: (403) 243-4898
Branch Manager: Howard Koskey
(H.O. Edmonton)

Cyba Stevens Sales Inc.
100, 3016 - 19 Street N.E.
Calgary, Alberta
T2E 6Y9
Phone: (403) 291-3288
FAX: (403) 291-2277
President: R. B. Stevens

Garrod Food Brokers Ltd.
2320 - 2 Avenue S.E.
Calgary, Alberta
T2E 6J9
Phone: (403) 569-2440
FAX: (403) 569-1537
President: Ronald Foord
General Manager: Evans
ChambersSales/Marketing
Manager: Tim Moore

The Great Canadian Food Brokers
Ltd.
P.O. Box 8185, Station F
Calgary, Alberta
T2J 2V3
Phone: (403) 236-6400
FAX: (403) 236-6422
President: Frank Gallucci
Vice President: Joe Pullano

Hymas Importer & Brokerage
#3, 4639 - 6 Street N.E.
Calgary, Alberta
T2E 3Z6
Phone: (403) 276-7260
FAX: (403) 276-7205
President: Fred Walleghem

Klondike Marketing & Sales
(Calgary) Ltd.
7070B Farrell Road S.E.
Calgary, Alberta
T2H OT2
Phone: (403) 253-4526
FAX: (403) 258-2565
Branch Manager: Young So
(H.O. Edmonton)

Lynn Brokerage Ltd.
#10, 3610 - 29 Street N.E.
Calgary, Alberta
T1Y 5Z7
Phone: (403) 280-1088/89
FAX: (403) 291-4318
Calgary Branch Manager:
Fred Rescanski

MRB Sales Ltd.
Bay 4, 6125 - 12 Street S.E.
Calgary, Alberta
T2H 2K1
Phone: (403) 253-5913
FAX: (403) 258-0230
President: Don Willcox

MacKelvie-McDonald Sales Inc.
195, 200 Rivercrest Drive S.E.
Calgary, Alberta
T2C 2X5
Phone: (403) 236-8724
FAX: (403) 279-6052
Vice President: Scott McDonald
Director Retail Sales: Terry Rae
(H.O. Edmonton)

Marathon Powell Inc.
A19A, 6120 - 2 Street S.E.
Calgary, Alberta
T2H 2L8
Phone: (403) 253-7168
FAX: (403) 259-4439
Vice President: Bill Harvey

Mustang Food Brokerage Ltd.
#204, 415 Manitou Road S.E.
Calgary, Alberta
T2G 4C2
Phone: (403) 243-2960
FAX: (403) 287-1005
President: Lyn Ward
Sales/Marketing Manager:
Audrey Galloway

Network Sales (Alberta) Ltd.
P.O. Box 460, Station J
Suite 130, 6001 - 1A Street S.W.
Calgary, Alberta
T2H 0G5
Phone: (403) 275-7873
FAX: (403) 252-7080
Branch Manager:
Rick Vanderberg (H.O. Edmonton)

Oppenheimer Bros. Alberta Ltd.
5613 Burbank Road S.E.
Calgary, Alberta
T2H 1Z5
Phone: (403) 253-4488
FAX: (403) 253-4125
General Manager: Ken Chomiak

Perco Sales Inc.
28, 2015 - 32 Avenue N.E.
Calgary, Alberta
T2E 6Z3
Phone: (403) 250-7383
FAX: (403) 250-1208
Branch Manager: Wayne Alary
(H.O. Burnaby)

Preisco Foods Ltd.
104, 4441 - 76 Avenue S.E.
Calgary, Alberta
T2H 2J1
Phone: (403) 236-8666
FAX: (403) 236-9115
Alberta Sales Manager: Henry
Matoga
(H.O. Coquitlam)

Ramsey Brokerage Co. Ltd.
Postal Station T, Bag 1001
Calgary, Alberta
T2H 2J1
Phone: (403) 279-1919
FAX: (403) 279-7444
General Manager: Randy Press
Branch Manager: Kevin Schade

Shirra/Panwest Food Brokers
3815 - 16 Street S.E.
Calgary, Alberta
T2G 4W5
Phone: (403) 290-1838
FAX: (403) 265-7347
President: Hessel Kielstra
Sales Marketing Manager:
Carol Marmont

Tees & Persse Brokerage Ltd.
4884 - 72 Avenue S.E.
Calgary, Alberta
T2C 3Z2
Phone: (403) 236-5505,
- 5506, - 5507
FAX: (403) 236-5538
Branch Manager: Joe Mus

Triple C Inc.
3815 - 29 Street N.E.
Calgary, Alberta
T1Y 6B5
Phone: (403) 291-1105
FAX: (403) 250-3362
Manager: Jerry Borst

Watts-Stevens Brokerage Ltd.
5727 Burbank Road S.E.
Calgary, Alberta
T2H 1Z5
Phone: (403) 255-6776
FAX: (403) 252-0459
President: Gordon Stevens

Westrade Sales Inc.
#212, 4441 - 76 Avenue S.E.
Calgary, Alberta
T2C 1G8
Phone: (403) 279-0934
FAX: (403) 236-3749
Branch Manager: Jim Deines
(H. O. Edmonton)

NON CFBA Other Firms

Ashley-Koffman Foods
4830 - 32 Street S.E.
Calgary, Alberta
T2B 2S6
Phone: (403) 569-1260
FAX: (403) 569-1560
Alberta Sales Supervisor:
Michael Johnson

Brinmar Agencies
Suite 400, 7015
Macleod Trail South
Calgary, Alberta
T2H 2K6
Phone: (403) 254-2454
FAX: (403) 256-2463

Calkins & Burke Ltd.
4620 Manilla Road S.E.
Calgary, Alberta
T2G 4B7
Phone: (403) 249-1216
FAX: (403) 246-0710

Canam Marketing Ltd.
159B Riverside Drive
North Vancouver, B.C.
V7H 1T6
Phone: (403) 241-9400
FAX: (604) 929-0123
Area Representative
Red Deer/South Alberta:
Debbie Osmar

Cascade Food Brokers Ltd.
P.O. Box 5954, Station A
Calgary, Alberta
T2H 1Y4
Phone: (403) 255-0123
FAX: (403) 255-7843
Branch Manager: David Sawatzky

Culinary Food Brokerage
#10, 3610 - 29 Street N.E.
Calgary, Alberta
T1Y 5Z7
Phone: (403) 291-3022
FAX: (403) 291-4318
President: Otto Schwab

Epicurean Management Inc.
Suite #900, 600 - 6 Avenue S.W.
Calgary, Alberta
T2P 0J5
Phone: (403) 265-4477
FAX: (403) 263-0548

Hi-Point Sales, Inc.
700 - 933 - 17 Avenue S.W.
Calgary, Alberta
T2T 5R6
Phone: (403) 650-8223
FAX: (403) 228-3763
Ken G. Leach

Holzheuser Brothers Ltd.
1320 - 40 Avenue N.E.
Calgary, Alberta
T2E 6L1
Phone: (403) 250-1932
FAX: (403) 250-2028
Manager: Rob Pinkster

I.D. Foods Corporation
7703 D - 30 Street S.E.
Calgary, Alberta
T2C 1V4
Phone: (403) 236-7871
FAX: (403) 236-7892
Branch Manager: Ken Paine
(H.O. Laval)

International Pacific Sales Ltd.
Room 122, 339 - 50 Avenue S.E.
Calgary, Alberta
T2G 2B3
Phone: (403) 259-4477
FAX: (403) 253-8178
Manager: Kim Saunders
(H.O. Vancouver)

McKay & Associates Ltd.
Box 364, Site 2, R. R. #7
Calgary, Alberta
T2P 2G7
Phone: (403) 273-5640
FAX: (403) 273-5635
President: Doug McKay

Mass Marketing & Sales Ltd.
A18a, 6120 - 2 Street S.E.
Calgary, Alberta
T2H 2L8
Phone: (403) 255-7223
FAX: (403) 255-9228
Randy Massie

National Importers Ltd.
203, 3016 - 5 Avenue N.E.
Calgary, Alberta
T2A 6K4
Phone: (403) 292-0250
FAX: (403) 292-0255
Sales Manager: Lynn Spence
(H.O. Vancouver)

Northdale Enterprises Ltd.
10, 7408 - 40 Street S.E.
Calgary, Alberta
T2C 2L6
Phone: (403) 236-0190
FAX: (403) 236-4525
Branch Manager: Vern Cohan
(H.O. Winnipeg)

Promark Brokerage Ltd.
Box 460, Station J
Calgary, Alberta
T2A 4X7
Phone: (403) 275-7873
FAX: (403) 278-0536
John Speirs, Pat Nicol

RBR Food Brokers Ltd.
808 Woodpark Way S.W.
Calgary, Alberta
T2W 2V8
Phone: (403) 251-0755
FAX: (403) 281-9210
President: Ron Carrick
Sales/Marketing Manager:
Reg Carrick

Stuart House Canada Ltd.
Suite 209 415 Manitou Road S.E.
Calgary, Alberta
T2G 4C3
Phone: (403) 287-9033
FAX: (403) 287-3754
Ron Allin

Triple-C Inc.
3815 - 29 Street N.E.
Calgary, Alberta
T1Y 6B5
Phone: (403) 291-1105
FAX: (403) 250-3362
Branch Manager: Jerry Borst
(H.O. Burlington)

United Grain Growers Brokerage Services
301, 2116 - 27 Avenue N.E.
Calgary, Alberta
T2P 2M8
Phone: (403) 250-7200
FAX: (403) 291-9118
Art Jackson
(H.O. Winnipeg)

Western Commodities Inc.
3225 - 12 Street N.E.
P.O. Box 300, Station M
Calgary, Alberta
T2P 2H9
Phone: (403) 291-7700
FAX: (403) 291-7712

Westrow Food Brokers Inc.
43 Gladysridge Road S.W.
Calgary, Alberta
T3E 4H7
Phone: (403) 249-0447
FAX: (403) 249-0311
Branch Manager: Debbie Lygman
(H.O Port Moody)

Wild Rose Brokerage Co. Ltd.
2, 2116 - 25 Avenue N.E.
Calgary, Alberta
T2E 6Z4
Phone: (403) 291-2884
FAX: (403) 291-2884
President: Edward Neugebauer

EDMONTON

CFBA

Abrawest Food Brokers Ltd.
14627 - 128 Avenue
Edmonton, Alberta
T5L 3H3
Phone: (403) 455-3521
FAX: (403) 451-3340
D. Ballance

Bradley-Rudolph-Koskey Inc.
11104 - 107 Avenue
Edmonton, Alberta
T5H 0X8
Phone: (403) 425-5271
FAX: (403) 424-4416
President: Gordon Landro

Crown Star Food Dist. Ltd.
6803 - 72 Avenue
Edmonton, Alberta
T6B 3A5
Phone: (403) 469-6118
FAX: (403) 466-7698

Cyba Stevens Sales Inc.
Suite 102, 11738 Kingsway Avenue
Edmonton, Alberta
T5G 0X5
Phone: (403) 447-1163
FAX: (403) 447-1173
Sales Supervisor: Brenda Sanders
(H.O. Calgary)

Garrod Food Brokers Ltd.
14912 - 128 Avenue
Edmonton, Alberta
T5V 1A6
Phone: (403) 447-2478
FAX: (403) 447-1254
Branch Manager: Tim Moore
(H.O. Calgary)

The Great Canadian Food Brokers Ltd.
P.O. Box 8185, Station F
Calgary, Alberta
T2J 2V3
Phone: (403) 236-6400
FAX: (403) 236-6422
Branch Manager: Valerie Bueckert

Hymas Imports & Brokerage
14304 - 128 Avenue
Edmonton, Alberta
T5L 3H5
Phone: (403) 447-1727
FAX: (403) 447-1517
Branch Manager: Kevin Dancey
(H.O. Calgary)

International Pacific Sales Ltd.
11708 - 167 Street
Edmonton, Alberta
T5M 3Z2
Phone: (403) 454-0748
FAX: (403) 451-2072

Klondike Food Brokers
10301 - 109 Street
Edmonton, Alberta
T5J 1N4
Phone: (403) 423-5328
FAX: (403) 424-4363
President: Jack Trach

Lynn Brokerage Ltd.
14504 - 123 Avenue
Edmonton, Alberta
T5L 2Y3
Phone: (403) 454-5298
FAX: (403) 451-2008
President: William Lynn
Vice President: Wil Monchuk

MRB Sales Ltd.
12114A - 163 Street
Edmonton, Alberta
T5V 1H4
Phone: (403) 453-6602
FAX: (403) 454-3828
Branch Manager: Wayne Moore
(H.O. Calgary)

MacKelvie-McDonald Sales Inc.
9914 - 48 Avenue
Edmonton, Alberta
T6E 5J1
Phone: (403) 434-8724
FAX: (403) 438-1361
President: Jim MacKelvie

Marathon Powell Inc.
15913 - 121A Avenue
Edmonton, Alberta
T5V 1B1
Phone: (403) 454-4024
FAX: (403) 452-6965
Branch Manager: Dwayne Ragan
(H.O. Burnaby)

Mid Can Food Brokers Ltd.
15102 - 128 Avenue
Edmonton, Alberta
T5V 1A5
Phone: (403) 447-1241
FAX: (403) 447-1910
President: Wayne Modin

Mustang Food Brokerage Ltd.
11708 - 167 Street
Edmonton, Alberta
T5M 3Z2
Phone: (403) 451-6228
FAX: (403) 451-2106
Branch Manager: Tom Shindruk
(H.O. Calgary)

Network Sales (Alberta) Inc.
12818 - 163 Street
Edmonton, Alberta
T5V 1K6
Phone: (403) 447-1626
FAX: (403) 447-2421
President/General Manager:
Dale Gaehring

Oppenheimer Bros. Alberta Ltd.
206, 16231 - 116 Avenue
Edmonton, Alberta
T5M 3Y1
Phone: (403) 451-7770
FAX: (403) 455-2886
Sales Manager: Doug Petrie
(H.O. Calgary)

Perco Sales Inc.
11607 - 178 Street N.W.
Edmonton, Alberta
T5S 1N6
Phone: (403) 451-4200
FAX: (403) 451-4350
Branch Manager: Gary Spitzig
(H.O. Burnaby)

Preisco Foods Ltd.
P.O. Box 2026
Edmonton, Alberta
T5S 1R7
Phone: (403) 486-2906
FAX: (403) 484-9716
Alberta Sales: Henry Matoga
(H.O. Coquitlam)

Preiswick K.J.
P.O. Box 2026
Edmonton, Alberta
T5J 2P4
Phone: (403) 486-2906
FAX: (403) 484-9716

Ramsey Brokerage Co. Ltd.
P.O. Box 2026
Edmonton, Alberta
T5J 2P4
Phone: (403) 452-3010
FAX: (403) 454-4888
President: J. C. Ramsey

Shirra/Panwest
14515B - 124 Avenue
Edmonton, Alberta
T5L 3B2
Phone: (403) 455-1619
FAX: (403) 265-7347
Sales Representative:
Greg Nicholson
(H.O. Calgary)

Tees & Persse Brokerage Ltd.
10920 - 178 Street
Edmonton, Alberta
T5S 1R7
Phone: (403) 486-1998
FAX: (403) 489-7721
Branch Manager: Larry Hill

W. H. Escott Co. Ltd.
(Maltby Food Brokers Ltd.)
14415 - 128 Avenue
Edmonton, Alberta
T5L 3H3
Phone: (403) 451-2651
FAX: (403) 454-1695
Barry Maltby

Westrade Sales Inc.
11708 - 167 Street
Edmonton, Alberta
T5M 3Z2
Phone: (403) 451-4212
FAX: (403) 451-0509
President: Ric Taylor
Sales/Marketing Manager:
Jim Deines

NON-CFBA Other Firms

Alberta North Management
Real Estate Ltd.
14864 - 41 Avenue
Edmonton, Alberta
T6H 5N7
Phone: (403) 430-6033
FAX: (403) 988-6369

Ashley-Koffman Foods
#201, 17308 - 108 Avenue N.W.
Edmonton, Alberta
T5S 1E8
Phone: (403) 489-3238
FAX: (403) 489-3275
Alberta Sales Supervisor:
Michael Johnson
(H.O. Richmond)

Bel-Air Marketing Ltd.
615 Henderson Street
Edmonton, Alberta
T6R 1S4
Phone: (403) 435-1001
FAX: (403) 435-7429
Owner/President: F. Robillard

Canam Marketing Ltd.
159B Riverside Drive
North Vancouver, British Columbia
V7H 1T6
Phone: (403) 433-9090
FAX: (403) 929-0213
Area Representative:Joyce Sterling

Cascade Food Brokers Ltd.
14415 - 128 Avenue
Edmonton, Alberta
T5L 3H3
Phone: (403) 455-1545
FAX: (403) 454-1695

Crown Brokerage Inc.
6803 - 77 Avenue
Edmonton, Alberta
T6E 3A5
Phone: (403) 469-6118
FAX: (403) 466-7698
Contact: Dave Anderson

D.F.L. Holdings
615 Henderson Street
Edmonton, Alberta
T6R 1S4
Phone: (403) 435-1001
FAX: (403) 430-7429
General Manager: Bruce
Watson

J. S. Brokerage
9405 - 45 Avenue
Edmonton, Alberta
T6E 6B9
Phone: (403) 435-5446
FAX: (403) 435-5896

Jacobsen's Trading Brokerage
Ltd.
11708 - 167 Street
Edmonton, Alberta
T5J 2P4
Phone: (403) 454-5303

Harry Lecky Sales
9762 - 182 Street
Edmonton, Alberta
T5T 3T9
Phone: (403) 484-3581
FAX: (403) 486-0574
Sales Manager: Paul Lecky

Maltby Food Brokers Ltd.
14415 - 128 Avenue
Edmonton, Alberta
T5L 3H3
Phone: (403) 451-2651
FAX: (403) 454-1695
Representative: Barry Maltby

Mass Marketing & Sales Ltd.
5307 - 91 Street
Edmonton, Alberta
T6E 6E2
Phone: (403) 463-8516
FAX: (403) 465-4839
Contact: Dave Massie

Jan K. Overweel Limited
11708 - 167 Street
Edmonton, Alberta
T5M 3Z2
Phone: (403) 452-6987
FAX: (403) 455-6148
Sales Representative:
D. Littlefair

Mid-Can Food Brokers Ltd.
15102 - 128 Avenue
Edmonton, Alberta
T5V 1A5
Phone: (403) 447-1241
FAX: (403) 447-1910
President: Wayne Modin

Northdale Enterprises Ltd.
16627 - 116 Avenue
Edmonton, Alberta
T5M 3V1
Phone (403) 451-0362
FAX (403) 454-2789
Branch Manager: Joe Kendi
(H.O. Winnipeg)

Poor Boy Snack Foods Ltd.
100, 10787 - 180 Street
Edmonton, Alberta
T5S 1G6
Phone: (403) 484-3067
FAX: (403) 486-0668

Russell Brothers Brokers Ltd.
12213 - 67 Street
Edmonton, Alberta
T5B 1M8
Phone: (403) 474-1317
FAX: (403) 474-2034

Tillamook Foods
6803 - 72 Avenue
Edmonton, Alberta
T6B 3A5
Phone: (403) 465-3499
FAX: (403) 466-7698
President: B. J. Bansal

Viva Food Brokers
2nd Floor, 11708 - 167 Street
Edmonton, Alberta
T5J 2P4
Phone: (403) 433-1431
FAX: (403) 431-1455

Westvan Brokers (1990) Ltd.
P.O. Box 2026
Edmonton, Alberta
T5J 2P4
Phone: (403) 451-2083
FAX: (403) 451-4828
President: Neil Gribby